Y&R WCJ
Partnership

Parliament
Production Schedule

Project Name: Party Zone Mailing
Job Number: PHM WIC D91009
Date: August 18, 1999 Revision 3
Project Format: Business Reply Self-Mailer
Quantity: 35,000

Action Item / LOB	WCJ	Leo Burnett	Y&R	PM	Actual Date
Creative Development					
Agency creative briefing	7/7 Wed				7/7 Wed
Internal review	7/15 Thurs				7/15 Thurs
Y&R to see concepts (discuss retouching issues etc.)	7/20 Tues		7/20 Tues		7/20 Tues
Agency to present initial concepts to client	7/22 Thurs			7/22 Thurs	7/22 Thurs
Client to comment on initial concepts	7/26 Mon			7/26 Mon	7/29 Thurs
Agency to send revised concepts to client	8/19 Thurs	Budget: Fri 8/20		8/19 ~~Thurs~~	
Client/legal to give approval to begin mechanical development	8/23 Mon	Feedback Fri 8/20		8/23 Mon	
Agency receives versioning from Client	8/24 Tues			8/24 Tues	
Mechanical Development					
Agency to begin mechanical development	8/24 Tues				
Agency needs Hi-Res art for 2nd round mechanical GMR ~ on ZIP or JAZ MAC	8/26 Thurs		8/26 Thurs		
Labor Day (Agency Closed Monday 9/6)					
Studio to build legal boards	9/7 Tues				
Mechanical to be sent to Y&R legal	9/8 Wed		9/8 Wed		
Comps to Philip Morris Financial and Leo Burnett	9/13 ~~Mon~~	9/13 Mon		9/13 Mon	
Mechanical to be sent to client	9/13 Mon			9/13 Mon	
Client/legal to approve mechanicals	9/20 Mon			9/20 Mon	
Agency to release disk	9/24				

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Source: https://www.industrydocuments.ucsf.edu/docs/nfmn0004

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	Fri				
Mailing tapes due	9/27 Mon	9/27 Mon			
First round blues/matchprints	10/1 Fri				
Client/Legal to approve bluelines and matchprint proofs	10/8 Fri			10/8 Fri	
On Press	10/13-10/27				
Laser sign-offs to WCJ/Client/Burnett	W/O 10/13	W/O 10/13			
Laser approval	W/O 10/13				
Mail Drop	W/O 11/1				
In Home (Bulk rates require 2-3 weeks for delivery)	W/O 11/15				

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